



Downtown Columbia

DOWNTOWN COLUMBIA PARTNERSHIP (DCP) BOARD OF DIRECTORS

Minutes of the April 14, 2015 Board Meeting

MEMBERS OF THE BOARD IN ATTENDANCE

Gabe Chung, The Howard Hughes Corporation
Greg Fitchitt, The Howard Hughes Corporation
Milton Matthews, Columbia Association
Robert Jenkins, The Howard Hughes Corporation
Mark Thompson, Howard County Government
Nancy Tucker, The Howard Hughes Corporation
Ashley Venable, General Growth Properties
Barb Nicklas, Executive Director

MEMBERS OF THE ADVISORY COMMITTEE IN ATTENDANCE

Carolyn Karl, Howard County General Hospital
Leonardo McClarty, Howard County Chamber of Commerce
Larry Twele, Economic Development Authority
Linda Wengel, Town Center Village Board

ALSO IN ATTENDANCE:

Jeff Agnor, Attorney for DCP
Jeryl Baker, Town Center Village Board Manager
Capria McClearn, Hampton Inn
Jean Moon, Jean Moon & Associates
Dick Talkin, Talkin & Oh

Meeting called to order at 1:00 p.m.

APPROVAL OF THE AGENDA

Mr. Matthews made a motion to approve the agenda. Mr. Jenkins seconded. Motion passed unanimously.

APPROVAL OF THE MINUTES

Ms. Tucker made a motion to approve the minutes. Mr. Chung seconded. The motion passed unanimously.

EXECUTIVE DIRECTOR'S REPORT

- **Pathway Maintenance Agreement:** Ms. Nicklas stated that the County and Partnership agreed to all of the responsibilities within the Agreement. There are a few more minor issues with all the language in the Agreement. A request for proposal soon will be going to the Columbia Association and other entities for maintenance. Mr. Fitchitt thanked Mr. Thompson for taking the lead on this project.
- **Funding Strategy:** Ms. Nicklas said Mr. Feehan is doing a good job engaging with the individuals that were identified for him to interview. In addition, he is talking with others including State Senators Ed Kasemyer and Guy Guzzone. Mr. Feehan will be attending the June Board meeting to report on the first phase of his contract.
- **Downtown 5K:** Ms. Nicklas said that the race website will go live very soon. She said that she was contacted by the Howard County Library System about partnering on the race. Details still are being ironed out.
- **Restaurant Task Force:** Ms. Nicklas said that the first meeting of the Task Force was very productive. She said that the representatives of the restaurants realize they have to be more engaged in marketing themselves. An idea to hold harvest fests at Lakefront and a second event at The Mall were discussed. They also discussed developing an Downtown Columbia Restaurant app. Mr. McClarty suggested that Ms. Nicklas talk with Howard County Tourism about it.
- **Website:** Ms. Nicklas announced that the web site is back up and running and is virus free. She is going to work with the vendor to consider expanding the site.

OLD BUSINESS

Sponsorship

Mr. Fitchitt said that work on the DCP presence at the Sweetlife Festival at Merriweather Post Pavilion on May 30 and 31 is progressing. The primary part of the sponsorship is building a lounge area that is a replica of the common areas of The Metropolitan. The goal is to promote Downtown Columbia and The Metropolitan by targeting the millennial concert-goers. This sponsorship is a partnership with The Howard Hughes Corporation.

Ms. Venable suggested the DCP hold a Board meeting at The Metropolitan.

NEW BUSINESS

Financials

Mr. Chung reviewed the statement of activities for the previous month, focusing on actual expenditures, which totaled \$18,766. Ms. Venable questioned the \$5,500 entry on the Income Statement. Ms. Nicklas explained that it was a reclassification to correct the 2014 surplus. Going forward, Howard Hughes will fund to expenses, and it will continue to fund the pathway expenses until it turns over to the Partnership.

Clyde's Partnered Event

Ms. Nicklas said that planning is under way to co-sponsor a concert event with Clyde's in July. The purpose of this event is to attract the millennial generation to Downtown Columbia. The working date is July 25, 2015. There are many details to work out, but it is hoped that the concert could be held on the top level of the Copeland's parking deck. She said she will convey additional information as she gets it.

Welcome Center

Ms. Nicklas explained that, at the suggestion of Councilperson Mary Kay Sigaty, she is working with Howard Hughes to build a Downtown Columbia Welcome Center. Howard Hughes has a location on the first floor of the Teachers Building and has hired an architect to develop a floor plan for the Center. She said at this point, the Center would house the DCP office, the Columbia Archives, a Howard County Travel & Tourism satellite location as well as other not-yet-identified possible uses. The goal is to open the Center in June 2016, which is the kickoff of the Columbia 50th Birthday year-long celebration.

Millennial Task Force

Ms. Nicklas said that the funding strategist Mr. Feehan suggested that a task force be established to help determine how to make Downtown relevant to millennials. Ms. Karl said suggested starting with a focus group. Mr. Matthews suggested tapping into Leadership Essentials for participation. All agreed.

Member Informational Updates

- **GGP** – Ms. Venable had to leave the meeting early.
- **CA** – Mr. Matthews said the first of the outdoor pools opens on May 9 and that all of the pools will be open the week before Memorial Day. He noted that the CA Board elections will take place on April 25th, and the new clubhouse at Hobbits Glen will be opening in May.
- **Howard County** – Mr. Thompson said that the County Executive has sent his recommendations for the Advisory Committee to the County Council for approval. The four names submitted are Michael Davis, Joan Lancos, Louise Reimer and Maurice Simpkins. Also, the SDP for the first building in Crescent Area 1 will go before the Design Advisory Panel on Wednesday, April 23rd and a pre-submission community meeting will be held on Wednesday April 29th regarding the FDP for Merriweather Post Pavilion.
- **Howard Hughes** – Mr. Fitchitt stated that Segment 2 of the multi-use pathway will begin construction this month. It will extend between Broken Land Parkway and Cedar Lane. He said Segments 3 and 4 still need signoff from adjacent property owners for easements.
- **Howard County General Hospital**—Ms. Karl said Elizabeth Edsel Kromm has been hired as the Hospital's new community relations manager.
- **Chamber of Commerce**—Mr. McClarty reminded everyone that the Legislative Wrap-up Breakfast will be held on Thursday, April 30th at 7:30 a.m. at the Doubletree Hotel.

- **Economic Development Authority** – Mr. Twele said the Cybertini event held at The Metropolitan was a success with 60-80 representatives from regional cyber companies in attendance.
- **Town Center** – Ms. Wengel introduced Jeryl Baker as the new Town Center Village Manager. She also said that although the Advisory Committee is supposed to be a separate structure from the Board, she thinks it is working nicely the way it is. Mr. Fitchitt agreed. Ms. Wengel also asked for confirmation that the Exxon gas station appealed the pathway easement. Mr. Jenkins acknowledged that there was an appeal and a hearing has been scheduled. Ms. Wengel suggested that the DCP become involved in the conversations about transit along Rt. 29 that have been ongoing between Montgomery County Executive Ike Leggett and Howard County Executive Allan Kittleman.

Mr. Talkin stated that the Lakeside Office Building is enjoying brisk leasing activities and that two tenants had been signed, each of which will occupy an entire floor. He also offered a suggestion that signature bike racks should be placed throughout Downtown to stimulate thinking about biking and bike share opportunities.

Ms. McClearn said she was there because she is very interested in activities in Downtown.

Ms. Moon reminded everyone that the Columbia Festival of the Arts events will take place this upcoming weekend and that the Horizon Foundation's Open Streets event will be held on June 13th. Also, she said she visited Merriweather and the concession stands and the new box office are well under construction.

Ms. Moon also mentioned that she thinks that the DCP should have a Columbia 50th Birthday Committee report at each meeting.

The next meeting will be held on Tuesday, May 12, 2015 at 1 p.m.

Meeting adjourned at 2:05 PM.